



**Price Electric  
Cooperative**

Your Touchstone Energy® Partner 



William L. Caynor Sr.,  
Price Electric  
Cooperative CEO

# A YEAR IN REFLECTION

## Looking back at 2017

As another year has arrived and the preceding deposited into memory, the maturity of life and the experience of age has yet educated us once more to open our heart and mind to those surrounding us. For some, the previous year is like the burning off of a morning mist as the new year is a ray of sunshine holding endless possibilities of what's to come. As we at your cooperative look forward, we also gaze down the path we have traveled in the preceding 12 months to learn, strengthen, and ensure we have lived up to the cooperative's mission, vision, and value statements and achieved the goals we set out to accomplish. With that I marvel with pride of what your directors and cooperative employees have achieved in 2017 as well as what's to come in 2018. These are historical days indeed.

After 16 months of a meter deployment, February registered as the month for the last meter to be connected. This is only the second time in the history of the organization for the installation of an automatic metering reading system and the advancement in technology of these systems is nothing short of astonishing. This deployment was accomplished with minimal outside labor and this type of system communicates by "power line carrier." This means the radio frequencies travel over the existing power lines connected to your home, and as long as you have power, we should be able to obtain meter information and data here at the office.

August was witness to two significant historic events. The first was a groundbreaking ceremony for your new member service center. This is quite an undertaking; the last time your cooperative constructed an office building was almost 67 years ago. Competitive bidding for the different construction projects was instituted to minimize costs, with local contractor preference to keep work within the membership and community as much as possible. Also, the \$796,000 received from Dairyland Power Cooperative (DPC) for the NWPA settlement funds in 2017 has been applied to these expenses. This will minimize the total cost of the construction. The new member service center is located on Springs Drive, south of Phillips, and will increase efficiencies in operations and service to, and for, you. Although the weather has hampered progress, we are still on schedule to move in by July 1, 2018. Rest assured, we

will set a date to let you know where to find us and give you an opportunity to tour your new member service center.

The second event in August was the new 2.5MW utility-scale solar array at the Crane Chase substation (Short Cut Road) coming on line. This was a venture initiated by DPC and involves five separate entities, to include your cooperative. At present, this is the largest utility-scale solar array in Wisconsin and it will be able to generate enough energy, at its peak, to power the homes connected to the substation. The advancement in technology and the reduction in overall costs could not have been economically feasible 10 years ago.

As of this writing, the weather continues to be mild for the third consecutive year and energy sales are trending a little less than last year, which demonstrates a continuance of flat growth in sales, although membership has increased by 65 accounts since this time last year. Outage minutes are trending down and the occurrences have decreased from years past. This is attributed to additional system maintenance, right-of-way clearing, and the luck and fortune of less destructive storm systems, such as Hurricanes Harvey and Irma, which have impacted southern cooperatives this past year. The Wisconsin Electric Cooperative Association sent 53 line crew employees to assist in outage restoration caused by Irma, and your cooperative was thankful to supply two of these linemen. The volunteers from your line crews were plentiful.

There are two other monumental happenings I would like to relate. A seven-year cycle of right-of-way clearing will be established in the spring of 2018. This is the first time in the history of the organization that a cycle has been established. This will minimize expenses each year and reduce outage minutes along with outage restoration times. All good stuff. Also, your board approved the return of \$140,000 of Federated Youth Foundation funds to local organizations in need. This money will do a lot of good within our communities. Fifty percent of these funds has already been distributed, so check out our website, [www.price-electric.com](http://www.price-electric.com), to learn more. Our 2018 operations budget was approved in November by your board of directors and once again we are budgeting flat, which signifies maintaining total expenses and capitalization by adjusting priorities for the year. By doing this, your cooperative is able to not increase your energy rate in 2018 while absorbing a 1.58 percent rate increase from DPC, your power provider.

As we begin a new year of serving you, our members, I would like to once again pledge that we will do everything within our powers to increase reliability to you, to maintain reasonable energy rates, and to ensure the safety of you, the public, and the employees of the cooperative.



**New Service Center Under  
Construction (Dec. 7)**  
*(More construction pictures on page 18)*



# Price Electric donates to local organizations

Price Electric Cooperative’s “Commitment to Community” program is in full swing—to date, funds have been awarded to 16 local organizations. Funds are still available; local organizations are encouraged to apply!

The donations were funded by unclaimed or donated capital credit funds, which are the members’ portions of PEC margins. The Federated Youth Foundation (FYF), a 501(c) (3) nonprofit

charitable foundation serving Wisconsin cooperatives, manages the unclaimed capital credits fund. A PEC member committee reviews all applications and provides recommendations to the board based on FYF guidelines.

Organizations receiving funds in 2017 included the Butternut Volunteer Fire Department, Elk Lake Park Splash Pad, Friends of Fred Smith Inc., German Settlement History Inc., Glidden Area

Senior Center, Knox Creek Heritage Center, Northwoods Players Ltd., Phillips Area Aquatic Foundation, Phillips School Forest Committee, Phillips Volunteer Fire Department, Phillips Youth Baseball and Softball, Power of 3 Community Development Group, Price County Fair Association, Ruby’s Pantry, Santa’s Elves Foundation, and the Westboro Public Library. Price Electric is proud to give back to the communities it serves!



(l-r) Commitment to Community committee member Mark Bryan and PEC employee Loren Erickson present a donation toward construction of the Elk Lake Park Splash Pad to Splash Pad committee members Sara Huggard and Kristen Harper, with assistants Scarlett and Brynn.



(l-r) Committeeperson Mark Bryan and PEC employee Theresa Raleigh present a donation to Pam Retzlaff, executive director of Friends of Fred Smith, Inc., to be used toward the Arts in Action Celebration held at the Wisconsin Concrete Park.



(l-r) Committeeperson Steve Aschenbrucker and PEC employee Eve Lasee present a donation to Liz Emmer, Butternut Site Coordinator for Ruby’s Pantry, to be used toward the purchase of a new refrigerated semi-truck for food deliveries.



(l-r) Committeeperson Mark Bryan and PEC employee David Pisca present Jodi Podmolik of Phillips Youth Baseball and Softball with a donation to be used toward the construction of the new baseball/softball complex.



PEC employee Jerel Polacek (left) and committeeperson Steve Aschenbrucker (right) present Butternut Fire Chief Don Christian with a donation to be used toward a Hurst E Drailic Combi Tool Package for cutting through vehicles.



Committeeperson Mark Bryan (far left) and PEC employee Colten Cummings (far right) present Sylvia and Paul Wollemann (center) of Knox Creek Heritage Center with a donation to be used toward the construction of a new pavilion.



(l-r) Price County Fair Board members Peter Dahlie and Kristy Carlson receive a donation toward renovation of the Price County Fairground’s Open Class Building from PEC committeeperson Mark Bryan and PEC employee Jenni Janak.

**Price Electric Cooperative’s 2018 rebate program is now available!** Members are eligible to receive rebates for energy efficient appliances, lighting, HVAC, water heaters, and more! If you install energy efficient products at your property, just submit a rebate form, receipt, and any other applicable documentation to the PEC office. **Rebate forms must be submitted within three months of purchase.** Forms are available from the PEC office or on the PEC website: [www.price-electric.com](http://www.price-electric.com).

Please contact Price Electric at 715-339-2155 or 800-884-0881 with any questions!

APPLIANCES	
<i>New Appliances Must be Energy Star Certified</i>	
Refrigerator	\$25 each
Dishwasher	\$25 each
Dehumidifier	\$25 each
Clothes Washer	\$25 each
Clothes Dryer	\$25 each
Heat Pump Clothes Dryer	\$50 each
APPLIANCE RECYCLING	
Refrigerator	\$25 each
Freezer	\$25 each
Room Air Conditioner	\$25 each

LIGHTING	
<i>Lighting Rebates are Capped at 20% of Cost</i>	
LED Lightbulbs <i>*Request must be for 5+bulbs</i>	\$1 each
LED Fixture	\$1 per 800 lumens
Occupancy Sensor	\$5 each
T5 Fixture	\$6 per bulb
T8 Fixture (Retrofit Only)	\$4 per bulb

HVAC	
Heat Pump: Air Source & Mini-Split	\$150/ton (Subject to Energy Efficiency Ratings)
Geothermal Heat Pump	\$400/ton
New Furnace with ECM Blower Motor	\$35 each

WATER HEATING	
Residential Water Heater 50-74 gallons .90 energy factor	\$50 each
Residential Water Heater 75-99 gallons .90 Energy Factor	\$350 each
Residential Water Heater 100+ gallons .85 Energy Factor	\$400 each
Commercial Water Heater 75-99 gallons	\$350 each
Commercial Water Heater 100+ gallons	\$400 each
Heat Pump Water Heater Integrated (all-in-one) Units 2.00+ Energy Factor	\$300 each
Solar Storage Water Heater with Electric Auxiliary Tank	\$300 each

AUDITS/ASSESSMENTS	
Audit Recommended Improvements	20% of cost of measures implemented, \$500 cap
Compressed Air Audit	20% of cost of audit, \$500 cap

OTHER	
Touchstone Energy Home Program (New Home)	\$500 (Program Requirements Apply)
Electric Vehicle Charging Station	\$100 each
Flow Restrictor-Faucet	\$1 each
Flow Restrictor-Shower	\$5 each

MY CO-OP

Please note: Additional rebates and custom rebates may be available for commercial or agribusiness properties; contact PEC for more information. Rebate eligibility may be subject to additional standards or requirements; please view the rebate form for complete qualifications.



# Price Electric Puzzler

How closely are you reading your issue of *WEC News*? Each month, we will present a question whose answer can be found in the issue. Return the answer, and you could receive a \$25 bill credit!

Please drop off or mail your answer to Price Electric or email your answer to [info@price-electric.com](mailto:info@price-electric.com). A winner will be drawn from all correct entries on January 31.

The winners of the November PEC Puzzler were Frank and Nancy Sevcik. Congratulations!

## Where will the new PEC Member Service Center be located?

Answer

Name

Account Number

Phone

Please return to Price Electric Cooperative,  
508 N. Lake Ave., P.O. Box 110, Phillips, WI, 54555

## DEADLINE FOR RESOLUTIONS

PLEASE TAKE NOTICE that pursuant to Article III of the Bylaws, the Board of Directors of Price Electric Cooperative has set March 7, 2018 as the deadline for submission of advisory resolutions relating to the affairs of the cooperative. Any member wishing to submit an advisory resolution for consideration by the members must submit their proposal to the Rules Committee by this deadline for review prior to the 2018 annual meeting. Proposed advisory resolutions must be received at Price Electric Cooperative's headquarters office in Phillips, Wisconsin, by 4 p.m. of March 7, 2018. Resolutions submitted after this date will not be considered for member approval and resolutions will not be accepted from the floor at the 2018 annual meeting.

## REBATE UPDATE

Through November 2017, PEC members had received **\$14,282** in energy efficiency rebates from Price Electric and Dairyland Power Cooperative, and **\$24,272.07** in incentives and savings from Focus on Energy programs. These energy efficiency initiatives represent **7,171,531 kWh** saved by PEC members!

Please contact Price Electric or visit [www.price-electric.com](http://www.price-electric.com) for more information on how you can take advantage of energy efficiency incentives available for PEC members!

## THANKS FOR CELEBRATING THE HOLIDAYS WITH US!

PEC would like to thank all of the members who donated to the PEC Thanksgiving food drive and Santa's Elves Giving Tree, and who entered the Thanksgiving turkey drawing and the holiday coloring contest. Everyone who came in enjoyed the colorful and creative gingerbread people created by our young members!

The winner of the \$25 bill credit for the Thanksgiving food drive was Shirley Cress.

The winners of the Thanksgiving turkey drawing were Al Bird, Connie Braun, Kathi Dahlie, Jean Fisher, Richard Flikkeshaug, Doris Schwartz, Rosemary Sopcak, Kim Weden, and Marvin Zurfluh Jr.

The winners of the coloring contest were Amiyah Burrier and Faith Johnson.



September 2017



Oct. 19



Nov. 3

### Member Service Center Construction

Construction continues on the new Price Electric Member Service Center. Here are a few snapshots of our progress!

## William L. Caynor Sr., President/CEO

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## Greg Bortz, Editor



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